

Abdullah Aamir

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PROFESSIONAL SUMMARY

My passion has always revolved around marketing, brand development, and creative storytelling. While I chose to formally pursue a degree in Data Science and Artificial Intelligence, my career has evolved at the intersection of both fields; combining data-driven intelligence with marketing strategy. Today, I specialize in building brands, leading digital campaigns, and leveraging AI-powered insights to drive measurable growth, engagement, and innovation in marketing ecosystems.

EDUCATION

Comsats University Islamabad

Bachelors in Data Science

Sep 2022 – Present

- Specialized in Machine Learning, Business Intelligence, and Marketing Analytics — integrating AI applications to enhance brand strategy and performance.
- Practical experience in data storytelling, predictive modeling, and consumer insight generation using Python, Power BI, and Tableau.
- Applied Generative AI and RAG frameworks to automate campaign ideation, content generation, and audience segmentation.

EXPERIENCE

Coftech

Brand Development & Marketing Associate

Nov 2025 – Present

- Led client outreach and B2B deal acquisition efforts, successfully initiating long-term brand partnerships.
- Conducted market research and product identification to align offerings with client needs and industry demand.
- Developed and delivered high-impact product pitches, resulting in multiple strategic collaborations.
- Built the brand identity and digital marketing framework, optimizing content and social media strategies for growth.

The Project Suicide (TPS)

Planning Specialist

Oct 2025 – Present

- Designed and maintained program roadmaps and milestone strategies for suicide awareness initiatives.
- Aligned localized ambassador plans with TPS's global SDG 3.4.2 mental health goals.
- Tracked reporting progress and adjusted strategic plans for nationwide student-led campaigns.
- Ensured timely delivery of all planning-related outputs across multidisciplinary volunteer teams.

RAAMP — Autonomous Marketing Platform

Lead Developer & AI Research Specialist

Aug 2025 – Present

- Architected B2B platform leveraging causal AI, Bayesian analytics, and generative AI.
- Developed Geo-Intent Engine, Creative Studio, Trend Arbitrage Detector, and Churn Risk Detector.
- Implemented real-time trend detection and analytics dashboards, projecting 25% ROI increase.

Advanced AI Bootcamp, Ghulam Ishaq Khan Institute

AI Research Fellow & Machine Learning Engineer

Jul 2025 – Aug 2025

- Applied ML techniques (regression, classification) and optimized deep learning models (CNNs, RNNs, Vision Transformers).
- Fine-tuned LLMs (BERT, GPT) for NLP tasks via LangChain and Hugging Face.
- Designed Generative AI solutions (GANs, diffusion models, Whisper, DALL-E) for multimodal applications.

Kettli Restaurant

Marketing Strategist

Mar 2024 – Jan 2025

- Developed the brand's positioning, visual identity, and audience segmentation strategy for market reentry.
- Directed influencer collaborations and UGC-driven campaigns, increasing engagement by 35%.
- Designed seasonal promotions and social media rollouts that strengthened online-to-offline conversions.

Troon Technologies

Business Intelligence Analyst & Data Engineer

Jul 2024 – Aug 2024

- Architected automated KPI dashboards using Python and Power BI, reducing reporting time.
- Designed enterprise SQL pipelines, improving data reliability by 40%.
- Conducted EDA supporting C-level decision-making and built interactive visualization reports improving insights adoption.

MARKETING SKILLS

Core: Brand Strategy, Digital Campaigns, Content Marketing, Influencer Management

Analytical: Marketing Analytics, Consumer Insights, Data Visualization, ROI Tracking

Creative: Storyboarding, Copywriting, Brand Language Development, Visual Direction

Tools: Canva, Power BI, Tableau, Python, Meta Business Suite

CERTIFICATIONS

Digital Marketing Fundamentals — Google

AWS Cloud Practitioner — Amazon Web Services

Generative AI for Everyone — DeepLearning.AI

Fine-tuning LLMs — Advanced AI Certification

Supervised Learning with scikit-learn — RLHF

AI for Everyone — DeepLearning.AI

Marketing Analytics — Coursera